



## Yankee Candle Launches Inaugural Scent of the Year

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### Scent experts announce a fragrance that defines the year ahead

SOUTH DEERFIELD, Mass., Jan. 22, 2019 /PRNewswire/ -- Yankee Candle, the world's most loved candle brand, debuts the first ever Scent of the Year. The company, which has a history of launching trend-forward fragrances, has expanded its annual trend prediction process to identify one resonating theme and a single fragrance that defines 2019.



"Yankee Candle has been a leader in the home fragrance category for 50 years, and each year we conduct extensive research and take great care to curate fragrances that our consumers will love. This year, we took this process to the next level," says Anna Whitton, vice president of brand marketing, Yankee Candle Company. "We identified an overarching theme and built a candle to perfectly portray it. The resulting fragrance is beautiful, compelling, and embodies the desire we have as individuals to connect with the world around us while still being accepted for who we are."

This theme was then translated into the fragrance name: One Together.

One Together is created with the fragrance of the rare Miracle Flower, a scent never before used at Yankee Candle. This luscious floral wrapped with soft woods, suede, and amber is combined with mandarin, nectarine, and sandalwood. The resulting fragrance is beautifully nuanced, harmonious, and all together intoxicating.

"Our goal is to create scents that transform a home into a place where you can relax, be yourself and provide a warm welcome for your loved ones. In collaboration with trend, fashion and fragrance experts, we developed a singular scent to inspire you throughout the coming year," said Whitton.

One Together is available in a Large 2-wick Tumbler and Large Classic Jar Candle for \$30 (USD) exclusively at Yankee Candle retail locations and at [www.YankeeCandle.com](http://www.YankeeCandle.com) for a limited time. The next Scent of the Year candle won't be revealed until 2020.

To learn more about the candle, visit [www.yankeecandle.com/scentoftheyear](http://www.yankeecandle.com/scentoftheyear) or visit the brand's Instagram ([@YankeeCandle](https://www.instagram.com/YankeeCandle)), Pinterest ([TheYankeeCandle](https://www.pinterest.com/TheYankeeCandle)), Facebook at [facebook.com/YankeeCandle](https://www.facebook.com/YankeeCandle) or on Twitter ([@theyankeecandle](https://twitter.com/theyankeecandle)). Join the conversation using #SOTY2019.

#### **About The Yankee Candle Company, Inc.**

The Yankee Candle Company, Inc. is a leading designer, manufacturer, wholesaler and retailer of premium scented candles. Yankee Candle has over a 40-year history of offering distinctive products and marketing them as affordable luxuries and consumable gifts. The company is a wholly owned subsidiary of Newell Brands and is sold through mass and specialty retailers, online and in Yankee Candle retail stores. Outside of North America, the Company sells its products primarily through its subsidiary, Yankee Candle Company (Europe), Ltd., which has an international wholesale customer network.

#### **About Newell Brands**

Newell Brands (Nasdaq: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Paper Mate®, Sharpie®, Dymo®, EXPO®, Parker®, Elmer's®, Coleman®, Marmot®, Oster®, Sunbeam®, FoodSaver®, Mr. Coffee®, Graco®, Baby Jogger®, NUK®, Calphalon®, Rubbermaid®, Contigo®, First Alert®, and Yankee Candle®. For hundreds of millions of consumers, Newell Brands makes life better every day, where they live, learn, work and play.

This press release and additional information about Newell Brands are available on the company's website, [www.newellbrands.com](http://www.newellbrands.com).

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